Claims

We claim:

1. A processor-implemented method of marketing a treatment regimen that is the subject of a study, comprising the steps of:

comparing, using a processing device, patient profile information for one or more patients with study data pertaining to said treatment regimen;

recommending a specific treatment regimen for one or more of said patients whose patient profile information was subjected to said comparison step, based on said comparison results; and

outputting said comparison results.

2. The method of claim 1, further comprising the steps of:

gathering said patient profile information; and

storing said patient profile information in a memory accessible by said processing device.

3. The method of claim 2, further comprising the steps of:

gathering said study data pertaining to said treatment regimen; and

storing said study data in a memory accessible by said processing device.

4. The method of claim 3, wherein said study data comprises data from the Heart Outcomes Prevention Evaluation (HOPE) study.

5. The method of claim 3, wherein said processing device comprises a PDA.

6.   The method of claim 2, wherein said step of gathering patient profile information comprises at least the steps of:

obtaining basic profile information for each of said one or more patients; and

obtaining visit-specific profile information for each of said one or more patients.

7.   A system for marketing a treatment regimen that is the subject of a study, comprising:

a processor, configured to:

compare patient profile information for one or more patients with study data pertaining to said treatment regimen; and

identify a specific treatment regimen for one or more of said patients based on said comparison results; and

an output device, coupled to said processor, for displaying said recommended treatment regimen.

8.   The system of claim 7, further comprising:

an input device, coupled to said processor, for inputting said patient profile information; and

a storage device, coupled to said processor, for storing said patient profile information.

9.   The system of claim 8, wherein said input device includes:

means for inputting study data pertaining to said treatment regimen; and

a storage device for storing said study data.

10.   The system of claim 9, wherein said study data comprises data from the Heart Outcomes Prevention Evaluation (HOPE) study.

11.   The system of claim 9, wherein said processor comprises a PDA.

12.   A computer program product recorded on computer-readable medium for marketing a treatment regimen that is the subject of a study, comprising:

computer-readable means for comparing patient profile information for one or more patients with study data pertaining to said treatment regimen;

computer-readable means for recommending a specific treatment regimen for one or more of said patients whose patient profile information was subjected to said comparison step, based on said comparison results; and

computer-readable means for outputting said comparison results.

13.   The computer program product of claim 12, further comprising:

computer-readable means for gathering said patient profile information; and

computer-readable means for storing said patient profile information in a memory accessible by said computer-readable means for comparing patient profile information.

14.   The computer program product of claim 13, further comprising:

computer-readable means for gathering said study data pertaining to said treatment regimen; and

computer-readable means for storing said study data in a memory accessible by said computer-readable means for comparing patient profile information.

15.   The computer program product of claim 14, wherein said study data comprises data from the Heart Outcomes Prevention Evaluation (HOPE) study.

16. A system for marketing a treatment regimen that is the subject of a study, wherein data pertaining to the study of said treatment regimen is stored in a study database, comprising:

a recording device configured to solicit patient profile information for one or more patients;

a storage device, coupleable to said recording device, storing said patient profile information; and

a processor configured to:

compare said patient profile information with said study data stored in said study database; and

issue a recommendation recommending said treatment regimen for each patient having patient profile information that indicates, based on said comparison with said study data, a benefit to be gained from said treatment regimen.